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NEWSPAPER

Advertising Age

September 24, 1990

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LAST MINUTE NEWS

Maybelline sets $35M review

MEMPHIS, Tenn.—Maybelline is reviewing its $35 million cosmetics account now at DDB Needham Worldwide, Chicago. Sources said the company, recently bought by Wasserstein, Perella & Co., is expected to contact D'Arcy Masius Benton & Bowles, Cliff Freeman & Partners and J. Walter Thompson USA, all New York. President-CEO Gary Mulloy resigned last week, and a successor is expected to be named in mid-October.

Bozell inks Czech agency affiliation

PRAGUE—Bozell last week signed an exclusive affiliation agreement that could lead to an equity or joint venture arrangement with Rapid, the largest Czechoslovakian ad agency. This follows similar agreements in Poland and Hungary (AA, Aug. 20). Sources said New York-based Bozell will announce in about 10 days a deal to expand into the Soviet Union. Under the Czech agreement, Bozell will make available to Rapid market research studies, group policy

(Continued on Page 8)

Hearst clamps down on rate negotiations

By Scott Donaton

NEW YORK—Hearst Magazines President D. Claeys Bahrenburg is taking a hard-line stance against rate negotiation.

At a recent meeting of Hearst publishers, Mr. Bahrenburg instructed them to protect their rate cards at any cost, even if it means losing business for the magazine company.

He told publishers to concentrate on selling ad pages at the highest possible price, even if it means walking away from deals with advertisers that insist on deep discounts.

The bold move comes as publishers prepare to negotiate 1991 schedules with advertisers during a general downturn in page sales that industry analysts expect to deepen next year.

"He was trying to give us the courage to stand up for what we believe in, to hold the line as best as we can," said Katherine "Kitty" Mountain, publisher of Hearst's *Victoria*.

Mr. Bahrenburg and several other Hearst publishers declined comment on the Sept. 14 meeting.

The Hearst Corp. division's 15 titles also include *Cosmopolitan, Good Housekeeping, Esquire, Harper's Bazaar, House Beautiful, Redbook* and *Town & Country*. Mr. Bahrenburg took the reins of the division in April.

With advertisers expected to tighten their belts several more notches next year, most magazines will be fighting to maintain and increase market share by cutting rates and offering other concessions to build volume. Mr. Bahrenburg's instructions were to focus less on market share and more on increasing magazine ad revenues and profits-per-page.

"I don't think there's a shift. Market share's always going to be important to the magazines at Hearst," Ms. Mountain said. But "we want to be as profitable as we possibly can. It is tight, and we need the encouraging words that [Mr. Bahrenburg] gave us . . . to have the courage to stand up

(Continued on Page 58)

Y&R taps Spivak for 'small' spark in creativity

By Jon Lafayette

NEW YORK—Young & Rubicam, hoping to capture some small-agency creative magic, last week tapped Helayne Spivak as executive creative director of its flagship office here.

Ms. Spivak, 38, who wrote award-winning ads at Ally & Gargano and Ammirati & Puris before becoming executive creative director at Hal Riney & Partners in 1988, wants to help restore the giant agency's tarnished creative reputation.

"This was a very important search for Young & Rubicam. They said they wanted to make a strong creative statement. . . . They wanted a breath of fresh air."

"They want their reputation not just to be that they are successful and that they have wonderful clients, but that they do good work," she said. "They want to do great work and be recognized for it. I'm just a copywriter trying to do her job on a slightly larger scale."

Ms. Spivak completes the new management team put in place at Y&R in April when agency Chairman-CEO Alex Kroll named Joe De Deo president of Y&R Advertising and put Chairman John McGarry and President Tim Pollak in charge of the New York office.

Their first order of business was to find a creative director to improve the agency's creative work and reputation. Since 1987, Y&R had divided the responsibility for its creative department among several creative directors.

Helayne Spivak's goal is to make Young & Rubicam "like a small shop."

"This was a very important search for Young & Rubicam," said Bonnie Lunt, president of Bonnie Lunt Management, the executive search company that contacted Ms. Spivak for Y&R. "They said they wanted to make a strong creative statement. They didn't want someone just because they came from a big agency. They wanted a breath of fresh air."

Ms. Lunt said she recommended Ms. Spivak in April, when Y&R first told her what it was looking for.

After looking at about 20 reels of clips and interviewing three or four other candidates, Y&R management concluded that Ms. Spivak "was the most original, exciting, young talent in town and would

(Continued on Page 58)

Interpublic adds network with Lowe buy

By Jon Lafayette and Laurel Wentz

Interpublic Group of Cos. last week became the first agency holding company to establish a third agency network, acquiring London-based Lowe Group and stealing the thunder of the big British holding companies now loaded with debt.

New York-based Interpublic will pay about $165 million in cash and stock for the remaining shares of Lowe, which has grown quickly to billings of about $1.6 billion since its founding in 1981.

"We're a little contrary at this point by expanding," said Philip H. Geier Jr., Interpublic chairman-ceo. "In the 1980s, there was a lot of expansion. A lot of the prices paid were too high, and there wasn't enough management to manage things. Now [the industry] is going through a period of disinvestment."

Interpublic has had a financial relationship with Lowe for seven years and last year increased its stake to 35.4% in a deal that turned Interpublic's Lowe Marschalk over to Lowe Group. Last week's deal is for the remaining 64.6%.

"IPG is buying themselves a good agency and at quite an attractive price," said Mark Shepperd, an analyst at U.K. stockbroker UBS Phillips & Drew. With share prices so low, "good quality agencies can be bought cheaply."

London-based holding companies Saatchi & Saatchi Co. and WPP Group currently are wrestling with low stock prices and debt caused by acquisitions. Interpublic's longtime agency networks are McCann-Erickson Worldwide and Lintas:Worldwide.

"They're buying [Lowe] for less

(Continued on Page 58)

Interpublic's three networks

Where offices are located around the world.

Agency	U.S.	Europe	Asia/-Pacific	Other
McCann	14	63	26	47
Lintas	17	69	26	35
Lowe	1	13	1	1

Source: Interpublic Group of Cos.

Exclusive DDB study on lifestyles P. 24 A jolly time for catalogers After P. 38

NEWS SUMMARY

■ **Hearst Magazines** President D. Claeys Bahrenburg has told Hearst publishers to protect their rate cards, even at the cost of lost business. 1

■ **Interpublic Group of Cos.** acquired full ownership of London-based Lowe Group for an estimated $165 million. 1

■ **Young & Rubicam** named Helayne Spivak as executive creative director of its New York office. 1

■ **Nielsen Media Research** is being pressed to improve its audience measurement system by the Big 3 TV networks, which haven't yet renewed their Nielsen contracts. 3

■ **Kal Kan Foods** will introduce Expert superpremium dog and cat food next year to counter pet food sales growth in specialty outlets. 3

■ **Public Broadcasting Service** seeks viewers in its first-ever network and cable TV ad campaign. 4

■ **Owen Lipstein's** new partner in New American Magazine Co., Seiichi Hasumi, said his goal is to revitalize the company and eventually expand it. 6

■ **Aramis Inc.** plans a 40% increase in ad spending during the holiday season for its Tuscany men's fragrance. 16

■ **A U.S. House subcommittee** approved weakened tobacco legislation without many of the proposed advertising restrictions. 20

■ **European TV viewers** are watching more commercial satellite programs. The number of viewers is up 70% over last year, a survey found. 39

■ **Magazine ad pages** in August were up 0.5% over a year ago, the first monthly gain this year. 41

■ **Auto sales** to the Hispanic market declined in the 1989 model year, a reversal of recent trends. 42

■ **Zerex** antifreeze will get a 50% boost in ad spending this season to challenge market leader Prestone. 49

■ **RCA** will bring back its symbol, the dog Nipper, to help introduce its new upscale line of electronics. 53

■ **Archer Daniels Midland Co.'s** "clean air" commercial for ethanol was one of seven challenged by the National Advertising Division last month. 53

■ **Five Star Buy,** an experimental project to sell national ads in Sunday supplements appearing in five major newspapers, has been scaled back because of sluggish ad sales. 54

■ **Kent cigarettes** will be positioned as a "classic" brand in a new ad campaign. 54

■ **Eastman Kodak Co.** unveiled its Photo CD system that will be on the market in 1992. 54

■ **Advertising deductibility** is under discussion again in Washington, this time in a proposal that may force life insurance companies to amortize ad spending. 55

■ **Cutty Sark scotch** will be backed with a three-year $60 million marketing program starting next month. 57

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Colgate aftershock

Advertising strategy changes looming

By Laurie Freeman

The unexpected departure of Clay Timon as Colgate-Palmolive Co.'s VP-director of worldwide advertising is likely to produce a dramatic shift in its advertising strategy.

Sources inside Colgate say it will move away from the global focus Mr. Timon championed and to a country-by-country approach said to be favored by top management.

Mr. Timon differed with Senior Exec VP-Chief Operating Officer William Shanahan, said a Colgate executive who asked to remain anonymous and who called the problem "deep philosophical differences in Colgate's ad strategy."

A second Colgate executive who spoke only on condition of anonymity said Messrs. Timon and Shanahan had fundamentally differing views on how the company should advertise.

This source said Mr. Shanahan prefers localized, individualized campaigns that stress reasons to buy a particular Colgate brand. Mr. Timon preferred a softer, non-traditional package-goods approach, which has characterized Colgate's advertising for the past five years.

Localized advertising was the norm at Colgate for years, largely because it was a collection of companies before Colgate Chairman-CEO Reuben Mark began the globalization process.

Mr. Timon last week declined comment; Mr. Shanahan didn't return phone calls.

One executive said Colgate's global marketing strategy will remain intact, but its global advertising strategy will be set aside. The comeback of local, country-by-country ad campaigns will result in Colgate losing its overall global advertising voice, this source said.

The source indicated that Colgate executives worldwide are concerned about the change, which comes as Colgate is stressing more than ever the global marketing approach.

"It seems to fly in the face of everything you know about global marketing," this insider said.

It remains to be seen how soon Mr. Timon's departure will affect the company's ad strategies, its $450 million worldwide ad budget and its relationship with Foote, Cone & Belding Communications and Young & Rubicam, Colgate's two major global agencies.

A company memo signed by Mr. Shanahan and issued the week of Sept. 10 said Colgate's "centralized

The comeback of local, country-by-country ad campaigns will result in Colgate losing its overall global advertising voice.

Advertising Management Functions are no longer necessary." Mr. Timon's post and that of Ariel Allen, VP-creative services, were eliminated (AA, Sept. 17).

It couldn't be determined whether plans to restructure the advertising department were completed with the elimination of those positions or whether Ms. Allen's new post has been determined. A Colgate spokesman didn't return calls last week.

Other sources said Mr. Timon, previously an agency executive with Doyle Dane Bernbach, will be missed at Colgate's shops.

"Clay came from agencies. . . . He knows how they operate and how to pull the best out of them," said one source, adding that Mr. Timon's leaving "will change how [Colgate] deals with their agencies, but I don't know how yet."

The elimination of a centralized advertising department, one Colgate executive predicted, means the company's agencies will once again compete against each other for new assignments.

But a Colgate agency executive didn't expect much change.

"Agency relationships are basically founded across a broad spectrum of people," he said. Since Mr. Timon's departure, he added, it's "business as usual" between his agency and Colgate.

A company spokesman said earlier that supervision of advertising would be in the hands of top management, regional management and product managers.

Mr. Mark has been stressing profitability rather than volume or share gains at the package-goods marketer since 1987. But it's unclear whether the profitability push will contribute to the expected de-emphasis on global advertising.

Mr. Mark declined to comment on Mr. Timon's departure and Colgate's strategy.

Colgate has thrived on its global marketing strategy and has long been praised for the creative fire behind the global advertising approach of Messrs. Mark and Timon.

It's doubtful Colgate will cut spending now that Mr. Timon is no longer on staff.

"In fact," said a source, "there may be some incremental spending. This is a company that believes in advertising."

"The place where Clay interfaced with the agency was in the international area," said Stanley Katz, chairman of FCB/Leber Katz Partners, New York, who added that Mr. Timon "made the agency report-card presentations for Colgate." He said Ms. Allen was involved with the agency on the U.S. business.

Ms. Allen didn't return phone calls at press time. □

Contributing to this story: Judann Dagnoli, Gary Levin and Jon Lafayette.

BSB not for sale: Saatchi

By Laurel Wentz

LONDON—Saatchi & Saatchi Co. last week denied plans to sell Backer Spielvogel Bates despite a breakdown in Saatchi's attempts to move its U.K. agency to Canary Wharf. Speculation was that the collapse of that deal might increase pressure on the agency to raise money elsewhere.

"We have had informal approaches to see whether we are interested in selling BSB," a Saatchi spokesman said, referring to contacts the agency has had with Paris-based agency groups RSCG Group and Eurocom. "We are not interested in selling BSB, and we have made that clear to all who have inquired."

Jean-Michel Goudard, RSCG International president, denied reports that RSCG has tried to buy Backer. But sources close to Saatchi previously have said an informal approach was made and turned down earlier this year.

Eurocom has approached Saatchi at least once about buying Backer and appears to still be interested. A member of the U.K. financial community said he believes Eurocom has hired a U.S. bank to evaluate possible deals. Eurocom executives wouldn't return phone calls last week.

To alleviate its financial problems, including current debt of more than $400 million, Saatchi is believed to be quietly seeking new investors, sources close to the company say.

ANALYSIS

Saatchi had hoped to interest Canary Wharf's owners, Olympia & York, in making an investment in the Saatchi holding company, sources say. But the Canadian developer decided it didn't want to be in the advertising business.

Even the deal to move to Canary Wharf fell apart when negotiations reached an impasse.

"It didn't make sense for O&Y and Saatchi & Saatchi to enter into a lease at Canary Wharf," an Olympia & York executive said. "It's more important for Saatchi to resolve its overall corporate problems before entering a lease."

If completed, the deal would only have brought Saatchi an estimated $20 million to $30 million in Olympia & York payments for the long leases on the buildings Saatchi would have vacated in the move.

"[Canary Wharf] was never going to save the company," said Mark Shepperd, an analyst at U.K. stockbroker UBS Phillips & Drew. "It would have been helpful but not a panacea for the company's problems."

Saatchi is also believed to have talked to Eurocom about taking an equity stake in the Saatchi holding company. But Eurocom appears to be more interested in acquiring advertising holdings, preferably ones that can be merged into its Paris-based Eurocom WCRS Della Femina Ball network.

Eurocom is currently exploring three options, none of which appears to have been definitely cho-

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SPECIAL REPORT

Direct Marketing: Catalogs

Edited by Therese Kauchak

Tales from the front S-2
Battle-hardened veterans offer solutions for fighting the postal rate monster.

Copy master S-6
John Peterman proved it's possible to sell cowboy clothes to city slickers.

Grass is greener S-8, S-9
Inmac and Austad's—two companies that took catalog techniques overseas.

Lookin' for adventure S-10
Ever wonder what catalog company execs shop for? See Out of Left Field.

Catalogs high on yule list

By Alison Fahey

Industry touts growth curve, has visions of sugarplums for fourth quarter

Catalog marketers are going to have a much jollier holiday than retailers this year.

In spite of tough economic conditions, catalog sales growth is expected to outpace retail sales during the fourth quarter.

The catalog industry isn't recession-proof, but a Gallup Organization survey commissioned by *Advertising Age* shows consumers won't be trimming catalog shopping this Christmas *(see charts at right)*.

"Catalogers are still on the growing part of the curve, and retail is more mature," says Bob Salerno, a partner at consultancy Coopers & Lybrand. "Sales growth [in retail] will be minimal."

Specialty catalog companies may grow at a slower rate than other catalogers because of increased competition, he says. "The individual catalog share of the market is shrinking."

While catalogers aren't immune to consumer reticence, "[the fourth quarter] looks pretty strong," says Jay Walker, chairman of Catalog Media Corp., a marketing and promotion company for catalog companies. "The fundamentals favor the catalogs and that [means] people have less time to shop."

Buying by mail "is increasingly becoming an accepted way of life," says Maxwell Sroge, president of the catalog consultancy that bears his name. He says the growing degree of acceptance will help carry catalogs through the fourth quarter.

Mr. Sroge projects overall catalog sales in the fourth quarter will be up about 10% to 12% from the same period a year ago. That compares with industry predictions that overall retail sales will be up 4% to 6% during the same period.

Last year, overall catalog sales were up about 12%, says Mr. Sroge, due in part to high fourth-quarter sales rather than new players. That was almost double the sales gains made at retail cash registers, according to industry figures. The surge prompted some catalog companies, including Spiegel Inc., to say it was their best Christmas ever.

This year, the postal rate hikes expected to go into effect in February are another big factor leading to projected sales momentum, say industry sources. Catalogers will try to beat rate hikes by mailing huge volumes of catalogs this year to acquire customers at a lower cost.

That increased mailing will lead not only to more customers but more sales, says Mr. Sroge.

"We're expecting a strong fourth quarter . . . in spite of everything that's going on," says Sara Wong, PR coordinator for Sharper Image.

Industry sources claim the convenience of shopping from home and improvements in catalogers' customer service are keeping shoppers out of crowded stores.

To accommodate a trend of late shopping, several catalogers last Christmas introduced quicker delivery service and overnight delivery, moves many catalogers say helped lift last-minute orders.

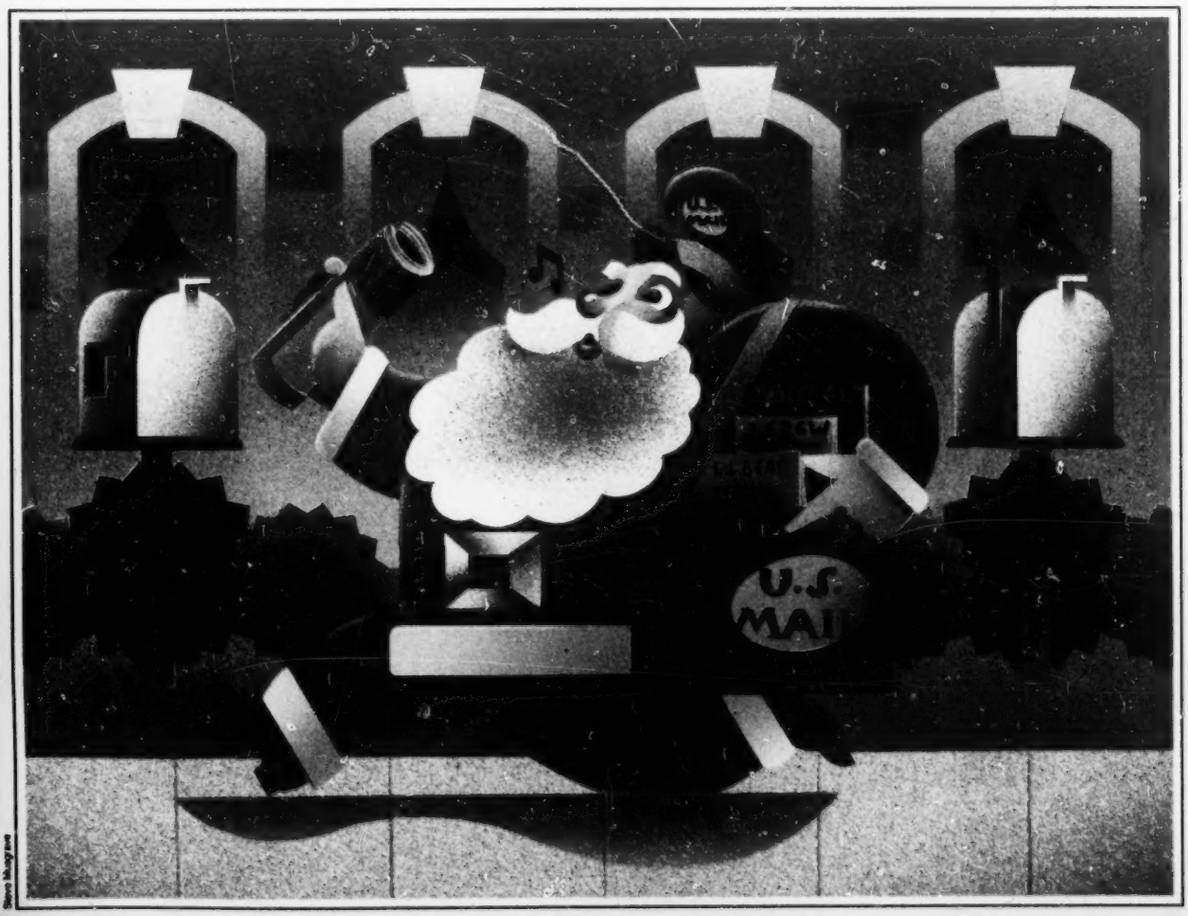
J.C. Penney Co. attributed its "double-digit" sales gains last year to improvements in order-taking by phone and a 48-hour delivery service.

"Promotions like [those] with Federal Express will be very aggressive this year because they tested so well last year," says Mr. Walker.

"The services offered by our catalog make it tough [for our stores] to compete," says another retail executive.

Penney's, like other catalogers, expects a

(Continued on Page S-10)



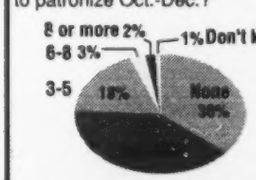
Steve Mangione

BAROMETER

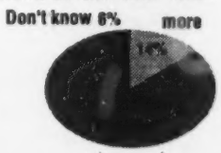
Gallup Poll

According to a Gallup/*Advertising Age* survey, holiday catalog shoppers will purchase from a select few catalogs, but run up hefty tabs.

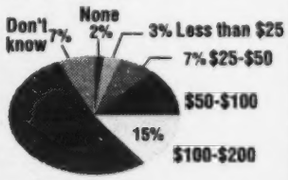
How many catalogs do you expect to patronize Oct.-Dec.?



Is this more, less or about the same as Oct.-Dec. 1989?



How much are you planning to spend on catalog purchases from Oct.-Dec. ?



Is this more, less or about the same as Oct.-Dec. 1989?

Which best describes why you plan to shop from catalogs?

Chart Your Success

Looking for a unique and effective way to increase sales? **Slide-Charts** are tailor-made for your business. They're a compact communication system that your customers can always keep a hand on.

To find out more just Fax this ad along with your business card, and we'll send you our **Free Catalog and Samples.**

AMERICAN Slide-Chart

American Slide-Chart Corp., P.O. Box 111, Wheaton, IL 60189
708-665-3333 800-323-4433
Fax 708-665-3491

Catalog execs bare their weaknesses

By Kathy Martin

Aficionados of the latest J. Crew or Wolferman's Good Things to Eat know an essential truth about catalog marketing: it's habit-forming.

And who's more likely to be a mail-order junkie than the head of a catalog company?

Advertising Age asked executives at catalog companies about their most recent purchase from a catalog other than their own.

David Brownlee, ceo, Company Store

Mr. Brownlee's most recent purchase was a Lands' End shirt he bought for his brother.

"I've been an avid catalog buyer for years—that's not just part of my business," he says.

Mr. Brownlee usually orders apparel from J. Crew and Lands' End.

Lillian Vernon, ceo, Lillian Vernon Corp.

Ms. Vernon buys "antiques and gifts and frills" on her own during her world travels, she says.

But for the basics, she turns to catalogs. Her most recent purchase was a pair of white sneakers from L.L. Bean, which she says is her favorite catalog.

Gun Denhart, president-ceo, Hanna Andersson

Ms. Denhart recently bought swimming goggles for herself from Roberta Fortune's Almanac catalog.

Wayne Somers, senior VP, Harry & David

"Odd things" were the order of choice for Mr. Somers, who is busy fixing up a new house.

"We order quite a bit from catalogs, most recently some lighting fixtures from Kemp & George and Lightolier, home accessories and furnishings from Williams-Sonoma," he says. "My wife frequently buys clothing through the mail from Neiman Marcus, Lands' End and Bergdorf Goodman."

"When you live in Medford [Ore.], shopping is not one of the attributes," he says. "We find it necessary to shop by mail and are probably doing more mail-order now, as we just moved here and are doing work on our house.

"We support the industry where we can, but a lot of it is dictated by location."

Wayne Badovinus, ceo, Eddie Bauer

Gourmet cookware was the last purchase the recently married Mr. Badovinus made from a catalog. He bought several large cooking and kitchen utensils from the Spiegel catalog. □

Kathy Martin is a frequent contributor to Special Report.

Renewed success.

Kard Karrier® is a proven success for subscription renewals. Two-way mailer looks like an envelope, unfolds simply to involve prospects. Apply address label directly to tear-off reply card thru open window. Eliminates insertion costs! Send for Kard Karrier®. See how success unfolds!

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YES, I want greater success with renewals. Send free Kard Karrier® idea kit.

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STATE ZIP
PHONE

WHEN RESULTS COUNT
TENSION
ENVELOPE CORPORATION
11 Plants Nationwide. Sorry, no foreign inquiries. 815 E. 19th St., Kansas City, MO 64108

Postal carrier's nightmare

Estimated number of catalogs mailed in billions

Source: Direct Marketing Associates
Advertising Age graph: John Smither

SAMPLE 800,000 FASHION BUG SHOPPERS

JOIN "SPECIAL SELECTIONS" SPRING 1991

Now you can reach value-conscious women who will use your product again and again.

NO-WASTE, POINT-OF-SALE DISTRIBUTION MARCH / APRIL 1991

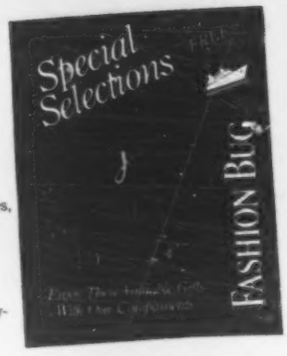
"Special Selections" is an attractive poly-bag sample package that's personally handed to over 800,000 women nationally at 1100 Fashion Bug Stores and Fashion Bug Plus Stores, one of the largest women's specialty clothing chains in America.

COMPELLING DEMOGRAPHICS

"Special Selections" is an excellent way to showcase your product and build brand loyalty among promotionally-responsive women, typically aged 18 - 35, who shop for quality fashions and products at value prices.

VALUABLE DATA FOR YOUR OWN MARKET RESEARCH

Information about the product sample's usage and future purchase intent of sample recipients is provided to participating advertisers, along with randomly selected names of women who received the "Special Selections" package.



Get all the facts now about "Special Selections" and other product sampling opportunities to the young family and female teen markets by writing or calling Chris Hulse at (212) 370-5009.

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Yule list

(Continued from Page S-1)

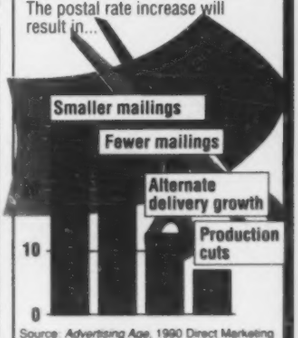
slightly different scenario in 1990.

"Our [overall] gains will be less than we had anticipated this year," says J. Duncan Muir, Penney's PR manager. "Our economists pointed out in the late spring that we were going into a slowdown, and the whole Middle East thing has shaken consumer confidence."

The company has lowered its hopes for the fourth quarter but still expects lower-to-middle single-digit increases overall. Mr. Muir will not release specific sales projections for catalogs.

Fading prospects

The postal rate increase will result in...



Source: *Advertising Age*, 1990 Direct Marketing Agency Survey; responses indicate % of agencies selecting most likely reaction.
Advertising Age graph: John Smither

Catalogers may be in trouble if retailers start slashing prices. Retailers are expected to hold off on price promotions, seeking to avoid the discounting frenzy that lowered profits last year.

But current consumer attitudes and spending patterns lead some to predict holiday discounting will be back with a vengeance.

"Retailers have more flexibility," says Mr. Sroge, which gives them an advantage over catalog marketers that can't respond to changing situations as quickly. □

Christy Fisher contributed to this story.

Europe's satellite TV viewers soar

By Elena Bowes

LONDON—The number of viewers tuning into European commercial satellite TV has soared by 70% in the past year to 42.9 million, according to the fourth annual Pan-European Television Audience Research survey published this month.

Average weekly viewing per person of commercial satellite TV has more than doubled to 7 hours, 2 minutes this year from 3 hours, 18 minutes in 1989, according to the industry group's study.

Viewers are finally accepting satellite TV as an entertainment option, said Julian Pounds, chairman of PETAR's technical committee. "It's a question of gaining people's confidence," he said.

Increased satellite TV viewing is also due to more homes gaining access through their cable operators and more TV viewing in general, Mr. Pounds said. The potential audience for commercial satellite TV in the 11 largest cabled European countries is 53.7 million, up 24% over 1989.

CYNTHIA WATSON

The PETAR survey, conducted in the 11 biggest cabled markets in Europe, is projectable to 70% to 80% of all cabled homes. It includes 106 channels, 46 of which are satellite delivered.

The satellite stations have done a good job building their networks, Mr. Pounds said. SAT 1 and RTL-Plus, two West German channels, increased their audience in Switzerland, Austria and Germany, he said. MTV Europe has tripled its European audience with particular success in Germany, where viewership increased ninefold since 1989. CNN International's penetration of Western Europe increased 184%, with the biggest subscriber gains in Norway, Sweden and the Netherlands.

Although the stations are rapidly gaining viewers, advertiser interest has been slow because the channels are still considered experimental. Rupert Murdoch's Sky Channel, the first and one of the most ambitious, is still losing money after eight years.

"There's a lot more [advertising] now than when we first started, [but] not as much as the medium merits," Mr. Pounds said. "We hope this year we get an upturn in advertisers' interest. It's not a flash in the pan; it's obviously a developing market."

Commercial satellite TV's share of audience is growing at the expense of network TV, whose share of total audience in Europe dropped to 60% from 78%, according to PETAR.

Conducted by Nielsen Marketing Research, Oxford, England, the study asked 4,003 individuals to keep a diary of what they watched from April 2 to April 29.

Those funding the survey are McDonald's Systems of Europe, Financial Times Television, French-language channel TV5-Europe, BBC TV Europe, CNN International, MTV Europe, Italian state TV network RAI, RTL-Plus, SAT 1, Sky Television, Super Channel, W H Smith TV and the U.K.'s Independent Broadcasting Authority. □

Daiko mulls staffing Grey Europe

By David Kilburn

Daiko Advertising, Osaka, is examining possibilities of placing staff in Grey Advertising's European offices.

Japan's No. 5 agency and Grey already have a Tokyo joint venture, Grey-Daiko, that billed $78 million in 1989.

Last year, John Shannon, Grey Europe chairman-ceo, and other Grey executives made a presentation to Daiko executives about their European operation.

"They asked me to come and take a look, which I did in August [1990]," said Shojiro Nishio, Daiko president (AA, Aug. 20). "My impression was that they were doing very well" in Europe.

Compared with HDM and Lintas:Worldwide—both with well-established Japanese ties—Daiko currently handles little Japanese business in Europe.

"Although agencies like HDM, Lintas and Hakuhodo are already well-established working with Japanese advertisers in Europe, they can't handle all of them," Mr. Nishio said. "It is not really possible for agencies in Europe to handle multiple competing accounts as is done in Japan. So we feel there is certainly room for Grey and Daiko to get involved."

A first step would be opening offices in one or more European cities—London, Paris or Brussels—next year.

"We will probably start off by stationing Daiko executives in Grey offices in one or more countries," Mr. Nishio said.

"We'll see what business opportunities we have and how they develop," he said. "At that stage, we'll discuss how best to develop our relationship with Grey. Essentially, we are talking about a cooperative arrangement.

"We've not discussed this with our clients in Japan yet. However, we'd hope that there might be some opportunities for us to work with Panasonic and Mazda in Europe," he added.

"I think I would say given our long and successful relationship in Japan, the obvious next step seems to be to extend this into a European market that [with the single European market in 1992 approaching] offers some tremendous opportunities," Grey's Mr. Shannon said.

Grey and Daiko executives have discussed contacting Japanese companies both in Europe via Grey and in Japan via Daiko for European accounts, he said.

There could also be opportunities to work with local dealers and distributors for Japanese companies in Europe. Local dealers and distributors often use small local agencies, working independently of one another.

"Many Japanese advertisers use different agencies in each country. After 1992, there is likely to be more interest in achieving a wider coverage than purely local agencies can achieve. This presents opportunities for Daiko and Grey," Mr. Nishio said.

In 1989, Daiko billed $1.2 billion, 99% from within Japan, Daiko executives said. In 1989, Grey Europe billed $1.3 billion. □

Elena Bowes contributed to this story.

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t·f·b INTERNATIONAL

WORLD NEWS ROUNDUP

■ **London—U.K. Department of Energy** early this month broke a $38 million campaign about the $8 billion to $10 billion sell-off of 12 regional electricity companies. WCRS handles.

■ **Duesseldorf—CMA,** a West German association for the promotion of agricultural products, moved its estimated $10 million TV buying and poster account to Grey's Mediacom. HDM Eggert previously did TV buying; Linnebach & Scholta, Munich, handled posters.

■ **Melbourne—Victorian Tourism Commission** split its new $6 million account between Grey Advertising, Sydney, and Scali, McCabe, Sloves here.

■ **London—Time's** Atlantic edition—covering Europe, the Middle East and Africa—invited WCRS, BBDO, KHBB and GGK to pitch its first pan-European consumer ad campaign.

■ **Brussels—Banque Bruxelles Lambert** moved its $3 million account to Young & Rubicam from Publicis FCB.

■ **Madrid—G.D. Searle & Co.** plans to launch Canderel sweetener pending government approval. Young & Rubicam handles.

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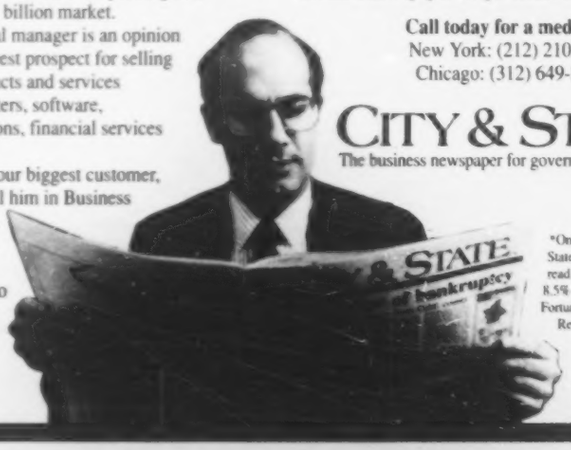

*Only 17% of City & State's readers regularly read Business Week. Only 8.5% regularly read Fortune. Mediamark Research Inc., Ju' 1990

CONSUMER MAGAZINE AD LINAGE

	August 1990	August 1989	Year-to-date 1990	Year-to-date 1989
■ Auto/cycle/rec. vehicles				
AutoWeek (52X)	125.6	149.1	1,186.9	1,271.2
Automobile Magazine	67.0	55.8	516.7	472.9
Car & Driver C.	118.3	90.5	839.4	864.0
Car Collector & Car Classics	14.5	18.8	121.5	135.4
Car Craft	68.3	69.0	562.5	618.7
Circle Track	73.6	89.4	664.7	705.5
Cycle	35.4	32.7	337.5	368.5
Cycle World	32.2	34.5	372.1	341.0
Dirt Rider	38.1	28.8	337.3	266.6
Dune Buggies & Hot VWs	79.0	72.4	571.9	552.0
Family Motor Coaching	169.2	163.8	1,338.3	1,451.2
4 Wheel & Off-Road	89.7	80.4	654.7	661.7
Four Wheeler C.	91.5	83.0	663.6	667.8
Hot Rod C.	67.8	79.9	550.2	740.6
Motorcyclist	32.6	33.6	352.2	356.0
Motor Trend C.	107.0	64.5	601.9	679.7
Motorhome	94.2	91.8	765.5	766.7
Rider	26.7	27.1	276.7	288.1
Road & Track C.	95.2	84.5	734.3	822.6
Trailer Life	90.1	79.3	731.4	741.6
Total Group	**1,516.1**	**1,428.9**	**12,179.4**	**12,771.8**
% change	**6.1%**		**-4.6%**	
■ Boating & yachting				
Boating	78.4	98.5	1,011.4	1,202.9
Chesapeake Bay	36.5	44.5	349.1	421.3
Cruising World	101.4	92.2	855.8	877.5
Lakeland Boating (11X)	56.5	75.2	637.5	733.8
Motor Boating & Sailing	72.0	86.9	974.3	1,185.6
Sail	91.7	13.4	868.0	923.7
Trailer Boats (11X)	27.5	40.3	509.1	588.0
Western Boatman	—	—	195.5	189.8
Yachting C.	103.5	126.9	1,061.4	1,095.3
Total Group	**567.6**	**577.8**	**6,462.1**	**7,217.8**
% change	**-1.8%**		**-10.5%**	
■ Civic/fraternal				
Elk (10X)	17.3	16.0	110.6	106.0
Kiwanis	16.6	16.3	118.1	113.0
Lion (10X)	—	—	33.7	35.1
Rotarian	12.6	10.7	121.8	93.3
V.F.W. (11X)	31.0	28.7	195.8	175.8
Total Group	**77.5**	**71.7**	**580.0**	**523.2**
% change	**8.1%**		**10.9%**	
■ General				
American Health (10X) C.	—	—	298.2	467.0
American Heritage (8X) C.	—	—	198.7	221.0
American Legion	31.7	23.2	274.0	245.0
American West (5X)	36.0	21.7	105.5	126.2
Art & Antiques (10X) C.	—	—	476.2	431.7
ARTnews (10X)	—	—	721.2	682.8
The Atlantic A. C.	31.1	26.6	397.9	369.3
Bon Appetit A. C.	67.2	60.3	653.6	630.0
Cable Guide C.	22.7	33.3	209.7	276.4
Caribbean Travel & Life (6X)	—	—	162.1	130.6
Changing Times C.	53.8	31.4	426.4	381.7
Conde Nast Traveler C.	60.1	53.0	636.3	549.3
Connoisseur C.	24.2	27.5	420.9	525.1
Consumers Digest (6X) C.	—	—	98.5	92.2
Cooking Light C.	—	—	237.3	199.9
Ebony C.	74.4	89.5	702.4	784.3
European Travel & Life (10X) C.	33.8	—	308.0	282.4
Food & Wine C.	38.9	42.3	429.6	456.8
Games (6X) C.	—	—	34.1	62.2
Golden Years (6X)	—	—	132.9	196.7
Gourmet C.	56.7	50.9	752.7	707.3
Harper's Magazine A. C.	24.5	21.7	242.8	235.2
Harrowsmith (6X)	27.3	47.1	188.7	229.8
Islands (6X)	—	—	243.0	247.7
Let's Live	50.0	45.0	392.0	360.0
Life C.	25.8	46.7	422.2	493.9
Longevity C.	37.0	24.3	278.2	149.2
Mature Outlook (6X) C.	—	—	140.6	143.3
Modern Maturity (6X) C.	38.5	43.1	148.1	157.1
Money C.	76.1	75.5	784.0	786.0
Mother Earth News (6X) C.	—	—	243.9	305.4
National Geographic C.	19.8	8.1	173.9	153.5
National Geographic Traveler (6X) C.	—	—	184.2	116.0
Natural History C.	28.8	24.9	317.9	312.5
New Choices C.	20.4	26.2	214.1	274.0
Prevention C.	32.1	37.3	366.8	404.5
Reader's Digest A. C.	64.9	69.0	680.6	687.8
Saturday Evening Post (9X) C.	—	—	183.5	217.1
Smithsonian C.	52.0	53.5	598.2	616.2
Town & Country C.	74.0	84.9	875.2	894.9
Travel-Holiday C.	26.1	35.9	289.8	296.9
Travel & Leisure C.	65.5	65.5	855.7	903.3
Travelhost	1,216.9	1,299.0	10,304.1	10,236.0
Vanity Fair C.	75.5	81.8	763.7	762.3
Yankee C.	52.5	50.2	476.5	464.4
Total Group	**2,538.1**	**2,599.1**	**27,044.2**	**27,265.1**
% change	**-2.3%**		**-0.8%**	
■ Home				
Architectural Digest A. C.	219.0	104.0	1,195.5	1,113.6
Better Homes & Gardens C.	83.2	77.1	807.9	904.0
Colonial Homes (6X) C.	27.3	47.1	188.7	229.8
Columbus Monthly-Homes (4X)	—	—	88.9	96.5
Country Home (6X) C.	40.6	43.7	228.4	268.7
Country Living C.	84.6	67.3	702.6	708.0
Family Handyman (10X) A. C.	—	—	242.0	333.6
Florida Home & Garden	34.5	52.8	499.0	675.6
Flower & Garden (6X) C.	—	—	154.1	162.3
Home C.	29.4	45.6	414.6	452.8
Home Mechanix C.	—	32.8	339.5	375.2
Homeowner (10X) C.	—	33.0	165.9	219.7
Horticulture	28.3	25.8	351.5	313.4
House Beautiful C.	53.1	51.8	464.8	503.2
House & Garden C.	49.9	40.0	619.1	539.9
Metropolis	—	—	358.7	426.5
Metropolitan Home C.	90.7	82.9	724.7	765.1
Midwest Living C.	63.1	53.1	277.8	260.8
1,001 Home Ideas C.	40.6	42.4	451.9	451.9
Organic Gardening (9X) C.	—	—	265.8	302.6
Phoenix Home/Garden	41.7	60.0	486.9	541.1
Practical Home-owner (9X) C.	50.6	43.0	254.2	174.2
San Diego Home/Garden	68.2	56.0	572.5	570.1
Southern Accents (6X) C.	—	—	438.6	399.0
Southern Living C.	65.4	72.7	821.0	876.5
Sunset Magazine A. C.	98.3	74.9	984.8	1,011.7
Workbench (6X)	—	—	142.7	166.2
Total Group	**1,168.3**	**1,105.9**	**12,242.0**	**12,842.0**
% change	**5.6%**		**-4.7%**	
■ In-flight & other passenger				
Aboard Group (6X)	—	—	166.3	152.0
Air Group One:				
Delta Sky C.	59.6	60.4	553.2	578.9
TWA Ambassador B.	31.2	—	296.8	—
Alaska Airlines	59.8	62.3	574.7	491.2
America West Airlines	66.2	57.5	624.0	519.8
American Way (24X) C.	112.1	116.9	1,101.8	1,137.6
East/West Network:				
Continental Profiles	45.8	46.2	403.4	465.6
Eastern Review	35.0	29.7	256.1	410.2
Pan Am Clipper	36.0	59.3	358.6	411.6
Southwest Spirit	55.3	51.8	424.8	510.7
United Vis`A Vis	68.5	72.9	545.0	670.0
Pace Communications:				
US Air Magazine	64.6	50.6	491.4	439.8
Spirit of Aloha	37.8	23.8	276.7	189.6
Total Group	**640.6**	**631.4**	**5,778.0**	**5,977.0**
% change	**1.5%**		**-3.3%**	
■ Men's				
Esquire A. C.	89.7	66.8	747.8	724.6
Firehouse Magazine	41.4	66.5	312.4	319.2
Gentlemen's Quarterly A. C.	152.2	151.3	1,108.9	1,237.9
M Magazine C.	69.0	61.0	468.6	492.8
Men's Health (6X)	—	—	76.4	—
Muscle & Fitness C.	98.7	116.0	834.9	1,048.0
Penthouse A. C.	37.1	38.0	407.2	383.9
Playboy A. C.	41.0	46.0	442.0	490.2
Salute (10X)	—	—	289.3	213.5
Total Group	**529.1**	**545.5**	**4,687.5**	**4,910.0**
% change	**-3.0%**		**-4.5%**	
■ Metropolitan				
Aloha (6X)	—	—	179.6	152.0
Atlanta	93.2	60.6	571.2	493.0
Baltimore	49.5	56.8	459.2	524.8
Boston	100.5	140.9	798.3	1,055.9
California C.	53.1	55.7	483.2	455.7
Chicago	62.7	85.4	669.6	819.3
Chicago's North Shore	88.1	67.5	709.5	759.0
Cincinnati	34.4	34.4	301.1	364.7
Cleveland	31.2	47.8	349.5	415.7
Columbus Monthly	37.1	58.5	465.6	533.4
Connecticut	63.7	100.8	659.4	791.3
D/Magazine	51.0	61.5	438.7	545.8
Detroit Monthly	45.6	55.8	421.0	435.9
Grand Rapids	27.3	26.3	263.1	305.5
Honolulu	100.8	87.0	444.6	424.3
Houston Metropolitan Magazine	58.5	50.1	498.9	468.9
Inside Chicago (8X)	—	—	110.8	146.0
Los Angeles	159.2	190.3	1,096.8	1,184.3
Louisiana Life (6X)	—	—	122.5	103.4
Madison	38.0	32.0	322.0	316.0
Memphis	117.0	120.0	473.0	544.0
Mid Atlantic Country	49.4	53.3	367.1	324.7
Milwaukee	55.8	53.8	435.7	399.7
Minneapolis/St. Paul	87.7	115.2	786.4	851.1
Minnesota Monthly Magazine	61.4	55.2	503.4	380.6
Nashville	16.5	12.8	110.6	175.5
New England Monthly	24.4	26.7	297.7	362.8
New Jersey Monthly	73.9	98.6	532.2	717.5
Ohio	43.0	44.9	411.5	395.8
Orlando	76.3	93.5	740.3	758.9
Pacific Northwest	36.8	38.4	375.7	367.2
Palm Beach Life	23.9	47.2	469.2	546.9
Palm Springs Life	41.5	48.7	846.5	864.2
Philadelphia	157.9	156.6	1,008.9	1,063.9
Phoenix	43.1	37.1	290.2	361.4
Pittsburgh	54.7	54.3	516.8	517.3
Rhode Island Monthly	61.5	53.5	471.0	443.4
Sacramento Magazine	48.7	59.1	456.4	436.5
St. Louis	40.9	30.7	400.5	364.1
San Diego	153.2	140.4	1,039.9	1,057.7
San Francisco Focus C.	96.0	110.9	734.1	797.6
Sarasota	—	—	592.0	600.0
South Florida Magazine	47.9	84.2	659.6	852.4
Texas Monthly C.	89.6	121.5	857.9	817.4
Washington (10X)	—	—	211.2	291.0
Washington Dossier	31.3	41.1	295.7	280.2
The Washingtonian	112.2	136.8	998.3	1,235.1
Total Group	**2,738.4**	**3,045.6**	**24,066.4**	**25,949.5**
% change	**-10.1%**		**-7.3%**	
■ Music/entertainment				
Audio	75.6	74.9	652.7	711.2
Dance Magazine	35.7	39.6	431.0	426.8
Playbill	32.2	44.6	347.7	375.9
Video Magazine	61.6	52.6	514.7	447.4
Total Group	**205.0**	**211.8**	**1,946.1**	**1,961.3**
% change	**-3.1%**		**-0.8%**	
■ Outdoor & sport				
Alaska	33.7	33.7	315.8	312.7
The American Handgunner (6X)	—	—	228.0	207.0
American Hunter	22.2	29.4	145.0	147.8
American Rifleman	31.0	27.4	186.9	173.5
Backpacker (7X) C.	35.1	30.6	173.6	154.4
Bass Master (10X) A. C.	—	—	490.4	588.5
Bicycling (9X) C.	75.2	86.9	796.3	879.4
Cross Country Skier (5X)	—	—	73.6	70.5
Ducks Unlimited (6X)	—	—	103.1	106.0
Field & Stream C.	37.7	41.0	518.2	597.0
Fishing World (6X)	—	—	179.1	161.6
Florida Sportsman	99.2	92.9	1,024.5	1,045.7
Golf Digest C.	78.8	77.1	926.9	948.2
Golf Illustrated C.	47.9	44.7	413.9	374.6
Golf Magazine C.	59.0	40.2	826.1	879.8
Gun Dog (6X)	33.8	39.1	133.5	162.0
Guns	38.0	43.0	310.0	291.0
Guns & Ammo	41.0	35.8	356.1	326.7
In-Fisherman (7X)	—	—	403.5	483.5
Outdoor Life C.	47.6	55.6	514.2	637.8
Outside Magazine	47.4	48.5	499.0	493.1
Petersen's Hunting	63.0	47.4	325.1	319.8
Runner's World (12X) C.	37.4	36.4	291.1	312.1
Salt Water Sportsman C.	64.4	59.5	827.6	1,020.4
Shooting Times	37.5	34.9	241.6	252.0
Sierra (6X)	—	—	131.8	177.1
Ski (8X) A. C.	—	—	292.8	336.4
Skiing (7X) A. C.	—	—	230.0	216.4
Skin Diver C.	122.3	111.4	991.8	949.6
Southern Outdoors (9X)	—	—	267.1	332.3
Sport Magazine C.	27.9	24.3	231.5	282.7
Sports Afield C.	78.1	41.0	516.2	504.7
Surfing	75.4	89.0	581.6	759.2
Tennis C.	46.1	55.9	483.3	526.1
Waterski (9X)	63.0	63.2	513.9	556.1
Western Outdoors (9X)	26.0	27.9	222.2	271.2
Wildfowl (6X)	17.5	18.5	52.6	56.2
WindRider (8X)	47.5	37.8	428.9	309.6
Wing & Shot (6X)	8.9	15.4	54.9	63.5
World Tennis C.	26.5	30.0	287.9	374.6
Total Group	**1,468.8**	**1,418.1**	**15,589.7**	**16,660.8**
% change	**3.6%**		**-6.4%**	
■ Photography				
American Photo (6X) C.	—	26.7	193.8	245.4
Petersen's Photographic	18.3	19.1	193.4	207.7
Popular Photography C.	97.6	90.2	802.9	658.8
Total Group	**115.9**	**135.9**	**1,190.1**	**1,112.0**
% change	**-14.7%**		**7.0%**	
■ Science/electronic/mech				
Discover C.	27.3	25.8	265.4	310.2
Home Office Computing C.	32.2	31.7	357.0	347.5
Omni C.	45.5	43.7	389.3	445.1
Popular Mechanics C.	63.4	52.9	518.2	628.2
Popular Science C.	41.8	41.5	491.5	674.6
Scientific American C.	33.9	24.8	302.6	304.4
Spectrum C.	49.6	37.3	408.5	427.1
Total Group	**293.7**	**257.8**	**2,732.5**	**3,137.0**
% change	**13.9%**		**-12.9%**	
■ Woman/fashion/service				
Bride's Magazine (6X) A. C.	584.0	647.8	2,354.9	2,373.9
Cosmopolitan A. C.	132.6	144.9	1,344.8	1,484.9
Elle C.	151.4	147.3	1,255.4	1,253.7
Essence C.	68.4	64.5	575.1	576.9
Family Circle (17X) A. C.	99.0	135.8	1,032.6	1,234.1
Glamour C.	141.7	163.5	1,146.7	1,263.5
Good Housekeeping A. C.	108.9	94.7	1,051.5	976.0
Harper's Bazaar C.	88.6	92.8	771.2	765.5
Health C.	—	27.7	253.1	256.7
Imagen	94.6	71.4	764.9	678.5
Ladies' Home Journal C.	91.4	105.9	936.6	982.2
Lear's C.	41.9	—	398.9	359.6
Mademoiselle C.	134.2	139.5	948.5	1,054.9
McCall's C.	55.6	82.5	615.9	725.5
Military Lifestyle (10X)	—	—	614.2	351.1
Mirabella	56.7	46.8	597.0	248.8
Modern Bride (6X) C.	540.8	511.8	1,892.4	1,835.8
New Woman C.	63.8	63.9	585.4	665.2
Parents Magazine A. C.	104.5	98.4	903.0	937.2
Redbook C.	68.4	68.9	710.3	723.4
Savvy C.	—	30.2	229.3	348.2
Self C.	76.9	82.5	789.7	828.7
Seventeen C.	191.6	251.6	879.0	967.6
Shape C.	50.0	54.7	423.9	508.2
Soap Opera Digest (26X) C.	18.8	35.2	248.9	300.6
Teen Magazine	74.8	84.5	388.3	378.6
True Story A. C.	47.9	60.9	421.4	428.0
Vogue C.	232.5	221.2	1,682.3	1,832.6
W Magazine (26X) C.	117.3	140.2	826.1	897.7
Weight Watchers C.	32.6	32.3	272.8	263.0
Woman (10X) C.	18.0	27.2	182.3	224.1
Woman's Day (15X) A. C.	64.7	101.5	899.1	1,087.2
Worldwoman	20.4	21.7	154.6	166.3
Working Mother C.	56.1	60.2	465.0	537.2
Working Woman C.	57.6	55.7	590.7	660.9
Total Group	**3,685.7**	**3,967.6**	**27,205.6**	**28,178.4**
% change	**-7.1%**		**-3.4%**	
■ Youth				
Boys' Life C.	13.0	13.3	125.7	137.9
Campus Life (10X)	—	—	232.4	239.7
Total Group	**13.0**	**13.3**	**358.1**	**377.6**
% change	**-1.9%**		**-5.2%**	
■ Business/national				
Barron's	111.7	109.0	1,111.5	1,136.3
Black Enterprise C.	96.9	50.1	647.6	622.5
Business Month C.	23.4	17.5	267.8	243.2
Business Week (52X) A. C.	186.1	192.8	2,499.1	2,728.1
Entrepreneur C.	140.6	130.7	1,313.2	1,212.9
Financial World (26X) C.	67.2	48.1	670.9	488.9
Forbes (26X) C.	126.7	150.9	2,210.6	2,069.8
Fortune (26X) C.	121.5	157.2	2,015.9	2,185.7
Frequent Flyer	30.2	30.0	300.8	312.0
Futures	39.5	39.8	325.9	345.0
Inc. Magazine C.	85.0	75.4	677.8	734.0
Income Opportunities	—	—	456.7	502.6
Industry Week (23X) A.	67.8	76.3	698.8	721.4
Nation's Business (12X) A. C.	19.5	37.4	193.3	290.2
Total Group	**1,116.1**	**1,115.1**	**13,389.8**	**13,592.5**
% change	**0.1%**		**-1.5%**	
■ Business/regional				
Advantage-Nashville's Bus. Monthly	21.4	33.9	183.1	264.2
Arizona Business Gazette	47.3	45.5	362.0	455.5
Bus. First of Buffalo	62.5	63.9	570.2	613.0
Bus. Jrnl.-Milwaukee	114.8	131.3	1,124.8	1,158.3
Bus. Jrnl.-Sacramento	109.1	88.1	724.8	638.2
Bus. North Carolina	47.8	51.7	330.0	358.2
Capital Dist. Bus. Review (52X)	63.3	72.4	547.2	565.1
Caribbean Business	166.7	179.5	974.1	1,039.7
Corporate Report Minnesota	51.1	50.5	368.2	445.8
Crain's Chicago Bus. (52X)	125.5	122.5	1,094.2	1,083.9
Crain's Cleveland Bus. (52X)	49.8	61.1	590.0	605.7
Crain's Detroit Bus. (52X)	74.7	65.2	690.1	611.7
Crain's New York Bus. (52X)	56.0	42.0	513.0	423.0
Florida Trend (13X)	31.1	26.9	362.1	432.3
Georgia Trend	20.3	33.8	327.4	362.4
Grand Rapids Bus. Jrnl.	46.2	40.2	427.9	352.5
Hawaii Business	133.3	129.0	465.8	429.8
Houston Bus. Jrnl. (52X)	75.0	70.6	536.7	580.6
Indianapolis Business Journal (52X)	158.8	163.5	1,214.2	1,259.5
New England Bus. (12X) A.	28.2	26.8	244.3	305.5
New Orleans City Bus.	49.1	35.0	435.2	329.6
Pacific Bus. News (52X)	124.8	116.6	850.6	820.3
Philadelphia Business Journal	93.6	146.6	913.7	1,152.0
Pittsburgh Bus. Times (52X)	112.0	97.9	770.4	887.7
Regardie's/Washington	102.0	137.0	1,040.0	1,240.0
St. Louis Bus. Jrnl. (52X)	92.1	88.3	828.8	813.3
Warfield's Monthly Baltimore	48.7	54.5	462.0	473.2
Total Group	**2,105.0**	**2,174.1**	**16,950.9**	**17,700.8**
% change	**-3.2%**		**-4.2%**	
■ National Sunday mags				
Parade (52X) C.	46.4	42.8	444.9	454.1
USA Weekend (52X) C.	46.2	42.6	424.4	394.9
Vista Magazine (52X)	19.8	18.0	150.7	154.5
Total Group	**112.4**	**103.4**	**1,019.9**	**1,003.5**
% change	**8.7%**		**1.6%**	
■ Newspaper Sunday magazine				
Boston Globe	118.7	152.4	1,245.0	1,526.2
Chicago Tribune	90.2	88.5	792.5	824.2
Cleveland Plain Dealer	64.1	45.3	455.5	488.6
The Dallas Morning News	50.2	39.8	400.0	488.0
Detroit Free Press	46.0	31.0	403.0	335.0
L.A. Times C.	54.4	70.7	587.5	769.9
Louisville Courier-Jrnl.	20.0	32.0	190.0	235.0
New York Times Mag. C.	252.4	283.5	2,238.9	2,355.7
Philadelphia Inquirer	60.1	74.6	690.1	674.4
Seattle Times	79.0	74.0	615.0	519.0
St. Louis Post Dispatch	66.3	74.8	585.0	613.8
Toledo Blade Magazine	33.9	41.5	280.5	261.9
Washington Post	76.8	97.0	803.0	996.9
Total Group	**1,012.0**	**1,105.1**	**9,286.0**	**10,088.6**
% change	**-8.4%**		**-8.0%**	
■ Weeklies/bi-weeklies				
The Advocate (26X)	205.1	195.7	1,137.4	1,215.9
Army Times Military Group:				
Air Force Times (52X)	110.7	135.1	1,158.1	1,234.6
Army Times (52X)	109.3	131.4	1,154.9	1,192.8
Navy Times (52X)	122.9	154.7	1,223.9	1,368.0
Capper's (26X)	18.2	35.3	228.9	252.1
Commonweal (22X)	3.0	2.0	66.0	52.8
Golf World (40X)	116.8	80.7	1,102.6	936.7
Grit (52X) A.	27.0	24.1	289.3	265.0
National Journal (50X) C.	26.0	15.0	424.8	449.0
National Review (25X)	17.3	12.2	198.0	188.7
New Republic (48X)	13.7	24.1	285.9	314.7
New York Magazine (50X) C.	157.8	171.0	1,546.6	1,793.4
New Yorker C.	113.8	122.6	1,269.0	1,238.7
Newsweek (52X) A. C.	130.8	112.9	1,326.6	1,435.1
People (51X) C.	226.6	193.6	2,151.4	2,315.7
Rolling Stone (25X) C.	151.4	150.8	1,161.2	1,220.2
Sporting News (52X) C.	39.2	37.0	335.1	388.5
Sports Illustrated (52X) A. C.	152.4	162.0	1,560.9	1,826.4
Time (52X) A. C.	149.6	124.3	1,568.9	1,634.2
TV Guide (52X) A. C.	143.5	150.8	1,740.2	1,954.4
US Magazine (26X) C.	43.7	59.3	450.7	478.3
U.S. News & World Report (50X) A. C.	122.8	136.0	1,162.3	1,194.6
Total Group	**2,201.4**	**2,230.8**	**21,542.6**	**22,949.9**
% change	**-1.3%**		**-6.1%**	

NOTES: Linage is given in paid ad pages. (X) represents the number of times published each year; publications are monthly unless otherwise specified. A. Sectional linage included but prorated to circulation of regional editions. B. Incomplete report not included in group total and % change. C. Figures supplied by Publishers Information Bureau. All other figures are supplied by the magazines. *Ad Age* makes no attempt to verify figures and is not responsible for inconsistencies or errors. Compiled by Kathy Wylie.

MEDIAWORKS

AUGUST AD RESULTS

Cars drive first ad gain

By Scott Donaton

A sharp upturn in automotive spending brought magazines a modest gain in ad pages last month, the first monthly increase this year.

August ad pages totaled 11,345.8, up 0.5% from the same month last year, Publishers Information Bureau reported. But pages still were down 3.1% for the first eight months from a year earlier, totaling 106,889.

The increase was sparked by a 56.5% jump in automotive revenues to $66.5 million, the second consecutive monthly gain for magazines' largest ad category. Still, for the first eight months, automotive revenues were down 2.5% at $557.8 million.

Cigarette/tobacco spending continued its downward spiral. Revenues were down 34.3% last month to $19.8 million. For the first eight months, the category was off 27.5% to $198.4 million.

Sixty-eight of the top 100 magazines tracked by PIB posted declines for the first eight months; 30 posted gains. Family Media's *1,001 Home Ideas* was flat with 451.86 ad pages. And Time Warner's *Entertainment Weekly* made its first appearance in the ranking with 523.72 ad pages through August. The title was launched in February.

Business Week remained the ad page leader for the first eight months of 1990 with 2,499.13 pages, an 8.4% drop. *Bride's* was the bridesmaid with 2,354.94 pages, down 0.8%. *Forbes* was third with 2,210.56 pages, up 6.8%, while *Fortune* was fifth with 2,015.9 pages, a 7.8% decline.

Among weeklies, *People, Time* and *Newsweek* all registered modest gains last month. No. 4 *People's* pages were up 17% in August; *Time's* pages rose 20.3%; and *Newsweek* saw pages increase 15.9%. For the first eight months, *People* was down 7.1% with 2,151.41 pages, *Time* was off 4% to 1,568.86 and *Newsweek* dropped 7.6% to 1,326.57.

The New Yorker, which had an exceptional second half last year, was down 7.2% in August to 113.76 pages. But for the first eight months, it was among the few weeklies gaining, reporting with a 2.5% increase to 1,268.96 pages.

Other weeklies remained in a slump. *TV Guide*, with 1,740.22 ad pages through August, was down 11%; *Sports Illustrated* carried 1,560.9 ad pages, a 14.5% decline; *New York Magazine* was off 13.8% to 1,546.6; and *U.S. News & World Report's* pages dipped 2.7% to 1,162.34.

Among beauty and fashion titles, category leader *Vogue* was off 8.2% through August with 1,682.27 ad pages, while *Elle* was up 0.1% to 1,255.35. *Cosmopolitan* carried 1,344.84 ad pages, down 9.4%; *Glamour* was down 9.3% to 1,146.65; and *Mademoiselle*, with 948.53 pages, was off 10.1%.

In the women's service field, *Good Housekeeping* was the only one of the Seven Sisters to register a gain. The Hearst Corp. monthly carried 1,051.51 ad pages in the first eight months, up 7.7%. *Family Circle* followed with 1,032.57 pages, a 16.3% slide. *McCall's* was last among the Seven Sisters with 615.92 pages, down 15.1%.

Conde Nast Publications' *GQ* remained the top book in the men's field despite a 10.4% decline to 1,108.86 ad pages. Hearst's *Esquire* was second with 747.81 ad pages, a 3.2% increase. *Playboy* carried 441.97 ad pages, down 9.8%, while *Penthouse's* 407.21 ad pages put it up 6.1%.

M ended with 468.58 ad pages, a 4.9% dip. The monthly, published by Capital Cities/ABC's Fairchild division, married new purchase *Manhattan,inc.* to create *M Inc.*, which made its debut this month.

The auto spending boost helped the leading monthly auto buff books tracked by PIB, which had been mired in steep declines. *Car & Driver, Road & Track* and *Motor Trend* saw gains of 30.7%, 12.6% and 65.9%, respectively, for the month. But for the first eight months, all three were down. *Car & Driver* carried 839.39 ad pages in the first eight months, down 2.9%; *Road & Track*, with 734.34 ad pages, was down 10.7%; and *Motor Trend* saw pages fall 11.5% to 601.93. □

Wayne Walley coordinates MediaWorks.

Magazine ad page leaders

Publishers Information Bureau figures for January through August 1990.

Rank	Magazine	Pages	% chg	Dollars	% chg
1	Business Week	2,499.13	(8.4)	140,241,235	(6.2)
2	Bride's	2,354.94	(0.8)	41,814,684	7.2
3	Forbes	2,210.56	6.8	96,144,709	13.7
4	People	2,151.41	(7.1)	203,127,478	2.3
5	Fortune	2,015.90	(7.8)	96,922,094	(1.7)
6	Modern Bride	1,892.42	3.1	30,851,147	8.9
7	TV Guide	1,740.22	(11.0)	188,579,915	(3.0)
8	Vogue	1,682.27	(8.2)	62,222,517	13.4
9	The Economist	1,658.66	17.1	14,385,472	33.0
10	Time	1,568.86	(4.0)	215,242,822	(2.6)
11	Sports Illustrated	1,560.90	(14.5)	196,210,073	(4.5)
12	New York Magazine	1,546.60	(13.8)	25,189,266	(7.5)
13	Cosmopolitan	1,344.84	(9.4)	81,237,289	1.6
14	Newsweek	1,326.57	(7.6)	146,503,883	0.1
15	Entrepreneur	1,313.18	8.3	12,598,038	34.0
16	The New Yorker	1,268.96	2.5	32,856,720	14.5
17	Elle	1,255.35	0.1	37,498,316	8.4
18	Architectural Digest	1,195.52	7.4	31,736,824	14.4
19	U.S. News & World Report	1,162.34	(2.7)	92,751,615	5.2
20	Rolling Stone	1,161.17	(4.8)	43,259,201	1.0
21	Glamour	1,146.65	(9.3)	59,230,310	1.2
22	GQ	1,108.86	(10.4)	27,499,872	(1.0)
23	American Way	1,101.79	(3.2)	15,034,875	20.2
24	Yachting	1,061.35	(3.1)	6,633,615	0.7
25	Good Housekeeping	1,051.51	7.7	99,514,353	15.5
26	Family Circle	1,032.57	(16.3)	84,389,972	(7.8)
27	Skin Diver	991.82	4.4	9,343,613	11.3
28	Sunset	984.80	(2.7)	30,205,047	4.0
29	Mademoiselle	948.53	(10.1)	31,444,895	0.8
30	Ladies' Home Journal	936.63	(4.6)	67,470,321	5.5
31	Golf Digest	926.94	(2.3)	47,346,557	3.1
32	Parents	903.00	(3.6)	36,899,453	0.4
33	Woman's Day	899.06	(17.3)	65,048,544	(17.4)
34	Seventeen	878.95	(9.2)	26,354,396	(5.2)
35	Town & Country	875.19	(2.2)	21,131,533	12.5
36	Texas Monthly	857.92	5.0	9,649,695	7.5
37	Travel & Leisure	855.66	(5.3)	35,143,572	13.6
38	Car & Driver	839.39	(2.9)	32,110,988	(8.0)
39	Muscle & Fitness	834.94	(20.3)	14,315,166	(9.4)
40	Salt Water Sportsman	827.62	(18.9)	5,315,058	(12.6)
41	Golf Magazine	826.12	(6.1)	27,444,081	13.1
42	W	826.07	(8.0)	19,054,513	5.3
43	Southern Living	821.04	(6.3)	41,104,149	1.3
44	Better Homes & Gardens	807.86	(10.6)	90,666,911	(5.3)
45	Popular Photography	802.87	21.9	19,278,218	37.0
46	Bicycling	796.30	(9.5)	11,129,096	6.6
47	Self	789.73	(4.7)	30,392,003	18.0
48	Money	784.04	(0.3)	48,431,193	1.5
49	Harper's Bazaar	771.18	0.7	20,763,874	8.6
50	Vanity Fair	763.72	0.2	27,144,303	23.8
51	Gourmet	752.7?	6.4	20,170,886	17.3
52	Esquire	747.[illegible]	3.2	23,655,189	13.3
53	Road & Track	734.34	(10.7)	21,879,326	(16.0)
54	San Francisco Focus	734.08	(8.0)	4,936,289	3.7
55	Metropolitan Home	724.67	(5.3)	23,013,286	5.5
56	Redbook	710.33	(1.8)	44,989,750	(0.6)
57	Country Living	702.58	(0.8)	28,311,812	2.7
58	Ebony	702.39	(10.5)	24,767,018	(0.8)
59	Reader's Digest	680.55	(1.1)	71,631,112	2.3
60	Inc.	677.76	(7.7)	27,646,929	(0.6)
61	Jet	674.41	(10.1)	11,442,910	(2.4)
62	Financial World	670.88	37.2	15,751,176	66.8
63	Four Wheeler	663.60	(0.6)	5,304,720	8.5
64	Bon Appetit	653.64	3.8	19,842,641	7.7
65	Black Enterprise	647.62	4.0	8,627,906	14.0
66	Conde Nast Traveler	636.34	15.8	17,852,661	38.5
67	House & Garden	619.14	14.7	15,563,821	20.1
68	McCall's	615.92	(15.1)	45,278,286	(7.2)
69	Motor Trend	601.93	(11.5)	21,712,481	(1.8)
70	Smithsonian	598.23	(2.9)	25,706,051	1.3
71	Mirabella	597.04	140.0	9,457,606	249.5
72	Working Woman	590.65	(10.6)	18,294,403	(3.7)
73	New Woman	585.42	(12.0)	14,321,834	(7.3)
74	Essence	575.11	(0.3)	14,482,137	14.0
75	Delta Sky	553.15	(4.5)	13,707,765	(0.7)
76	Hot Rod	550.23	(25.7)	13,222,778	(19.8)
77	Entertainment Weekly	523.72	—	10,998,346	—
78	Popular Mechanics	518.23	(17.5)	16,842,313	(15.8)
79	Field & Stream	518.21	(13.2)	21,850,887	(14.7)
80	Sports Afield	516.22	2.3	9,920,250	10.0
81	Outdoor Life	514.15	(19.4)	15,742,577	(12.5)
82	Popular Science	491.46	(27.2)	13,932,051	(25.3)
83	Bass Master	490.42	(16.7)	9,713,815	(3.6)
84	Premiere	488.63	4.8	8,738,568	28.5
85	Tennis	483.34	(8.1)	15,861,747	39.7
86	California	483.16	6.0	6,919,966	14.9
87	Yankee	476.47	2.6	5,706,788	10.5
88	Art & Antiques	476.23	10.3	2,740,064	20.3
89	M	468.58	(4.9)	5,855,217	6.9
90	Working Mother	465.04	(13.4)	10,836,515	2.2
91	House Beautiful	464.78	(7.6)	16,766,675	0.8
92	1,001 Home Ideas	451.86	0.0	12,710,002	10.4
93	US	450.72	(5.8)	13,204,082	(6.6)
94	Playboy	441.97	(9.8)	29,805,246	0.3
95	Parenting	441.69	18.7	7,820,850	59.5
96	Southern Accents	438.59	9.9	4,384,570	19.0
97	Food & Wine	429.64	(6.0)	10,147,833	(1.4)
98	Changing Times	426.36	11.7	11,158,548	17.9
99	National Journal	424.83	(5.4)	2,867,060	1.6
100	Shape Magazine	423.87	(16.8)	7,904,775	5.0

Percent change compares January-August in 1990 with 1989. Source: Publishers Information Bureau

Men's Health

THE FASTEST GROWING MEN'S MAGAZINE IN AMERICA

A Rodale Press Publication. Contact Michael Rooney, 708 Third Ave., New York, NY 10017, 212/697-2040.

PERSPECTIVAS

Hispanic car buys down as ads surge

By Christy Fisher

Despite dramatic increases in Hispanic-specific auto advertising, Hispanic purchases of 1989 model-year passenger cars declined.

According to an R.L. Polk & Co. study commissioned by Univision Network, Hispanic registrations of 1989 new vehicles in 24 major Hispanic markets dropped 7%, to 228,636 units, from the previous model-year registrations.

Non-Hispanic purchases declined a more moderate 4.2% to more than 2.5 million units.

This reverses recent trends: The previous model year, Hispanic purchases climbed 8.9%, while non-Hispanic purchases fell 2%.

Hispanic light truck 1989 model year purchases took almost as sharp a fall, dropping 4% to 117,968 units, after having surged 10.2% the previous year. Non-Hispanic 1989 model year light truck sales rose 0.5% to more than 1 million units.

Data from J.D. Power & Associates also showed a drop from May 1988 to April 1989, following a three-year climb.

The findings suggest short-term, population growth is less of an influence than the economy on total Hispanic market purchasing power, said Dennis Ricci, marketing director-media and advertising services at J.D. Power. "Hispanics as a group have lower income and could be more affected in tighter times."

However, automotive advertisers targeting Hispanics say they are not alarmed by the numbers.

"The long-term trend for the Hispanic market is up [because of population growth potential]," said Richard Halseth, media manager for Ford Motor Co.

"It looks like what is happening in the general market is magnified in the Hispanic market somewhat," he said. "But we don't think it will continue. We suspect [the numbers] are an aberration."

While purchases fall off, Univision and Telemundo Group report automotive ad spending to be up significantly. Univision reports auto ad revenues are up 70% year-to-date; Telemundo claims a 190% jump.

Greater competition in the auto marketplace helps to explain the ad spending jump, said Chris Roman, Univision's Detroit-based regional sales manager.

"Automotive advertisers can't expect to throw a couple of commercials on and dominate Hispanic media anymore," Mr. Roman said. "More and more players are getting into the market, which is getting more sophisticated. We're seeing more advertising, event marketing, dealer packages and POP."

At Univision, imports are leading the ad surge.

"The import cars are really kicking butt in terms of spending," said Raul Torano, senior VP-director of sales for Univision.

Imports' heavy ad spending has helped them achieve greater unit sales growth than domestics from 1986 to 1989. In that time period, Hispanic purchases of imported cars increased 35.8% vs. a 6.6% decline in domestic car sales, according to Polk.

Univision's top auto advertiser is American Honda Motor Co., followed by Mazda Motors of America, General Motors' Chevrolet Motor Division, Ford Motor Co. and Toyota Motor Sales USA, sources say.

Telemundo is seeing large increases from both domestic automakers and imports, said Don Travis, Telemundo's VP-general sales manager.

Top auto advertisers on Telemundo are Ford Motor's Ford and Lincoln-Mercury divisions, Chrysler Corp., Toyota and Honda.

New auto advertisers on Spanish-language TV in 1990 include American Isuzu Motors; Mazda; Mitsubishi Motor Sales of America; Volkswagen of America; GM's Oldsmobile division; GMC Trucks; and Yugo America. Nissan Motor Corp. USA is also active in the market.

Holdouts include GM's Pontiac and Buick divisions, which reportedly are evaluating the market.

Hyundai Motor America was inactive in 1990. Hyundai experienced the greatest share decline among automakers from 1988 to 1989 model year sales, seeing its share decline from 8.3% to 6.1%.

New auto campaigns breaking in October include:

- An effort from GS&B Advertising, Coral Gables, Fla., for Chevrolet's Camaro, Geo and Cavalier. GS&B grabbed the Chevy account when Lintas:Latina was merged with GS&B following Lintas:USA's purchase of 49% of GS&B.
- A new spot in western markets for Oldsmobile's Cutlass Supreme via Hispanic USA, Albuquerque, N.M.
- New TV, radio and print from La Agencia de Orci, Los Angeles, for Honda's Civic and Accord.
- New TV, radio and print for Toyota Tercel, Camry, Corolla, 4x4 truck and 4x2 truck via Conill Advertising/West, Los Angeles.
- TV and print for Dodge Caravan; Plymouth Voyager and Sundance; and Jeep Cherokee Sport via Montemayor y Asociados, San Antonio, Texas. □

Ford motors ahead

Share of Hispanic market passenger car sales by model year.

Rank	Division	1988	1989
1	Ford	13.2%	14.3%
2	Chevrolet	11.7	11.7
3	Toyota	9.7	10.4
4	Nissan	9.6	9.5
5	Honda	7.9	9.3
6	Hyundai	8.3	6.1
7	Pontiac	5.5	5.8
8	Oldsmobile	4.0	3.9
9	Buick	3.2	3.3
10	Dodge	2.9	2.8

Source: R.L. Polk & Co.

PRODUCT & ACCOUNT ACTIVITY

Box office hit: Home Box Office has awarded a TV and radio project to promote its fall lineup for "Selecciones" to Uniworld/-Hispanic, New York.

Colonel to Orci: Kentucky Fried Chicken has moved its national Hispanic creative and Los Angeles co-op media buying accounts to La Agencia de Orci, Los Angeles.

Great guacamole! California Avocado Commission has named Sosa & Associates, San Antonio, its first Hispanic agency.

Skincare line debuts: Jeval Laboratories, Houston, which is marketing a new skincare line called Jeval to Hispanics, has named Champney & Associates, Dallas, to its account.

Hi-C hits Miami: Coca-Cola Foods, Houston, is running a 30-second TV spot in Miami for its Hi-C fruit juice, representing its first Hispanic effort. GS&B Advertising, Coral Gables, Fla., which absorbed Lintas:Latina, Miami, handles.

Shop grabs slice of Pizza Hut: Pizza Hut of Titusville, Fla., has named Zubi Advertising Services, Miami, as agency for the South Florida Hispanic market.

El rompecorazones.

Nuevo Civic Hatchback

Ágil, práctico y de personalidad encantadora. El nuevo Civic Hatchback es todo un conquistador.
Por su gran estilo, impactante diseño deportivo.
Por sus cualidades interiores: amplios, cómodos y refinado hasta en sus más pequeños detalles.
Porque es confiable en el manejo, gracias a su suspensión de doble brazo en V.
Por su gran valor: económico en la compra y ahorro en la reventa.
Y sobretodo por su gran corazón: potente motor de 16 litros, 105 caballos de fuerza y 16 válvulas. El nuevo Civic Hatchback le está latiendo los corazones al mundo entero.
Civic Hatchback, un auto a prueba de vida.

HONDA
¡Algo grande está pasando!

Visite a su concesionario Honda para probar uno.

Big budget, big sales

As the tagline says, "something big is happening" at Honda. The leading import advertiser, Honda's share of Hispanic car purchases jumped from 7.9% in model year 1988 to 9.3% in 1989, as Hispanic sales grew from 7.9% to 8.3% of Honda's total sales.

Lintas bounces back with GS&B

By Christy Fisher

Lintas:USA has acquired a 49% interest in Coral Gables, Fla.-based GS&B Advertising. The shop will be merged on Nov. 1 with Miami-based Lintas:Latina, which will be closed.

Lintas:Latina saw half of its $20 million in billings fly out the window when Eastern Airlines sold its Latin American routes to American Airlines in July.

"We found ourselves below threshold level in billings," said Spencer Plavoukos, chairman-ceo of Lintas:New York. "We had to make a move to get more mass."

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GS&B will provide Hispanic advertising and marketing services to Lintas, as well as other units of parent Interpublic Group of Cos.

The move follows quickly the July 1 dissolution of GS&B's year-old merger with Castor Spanish International, New York.

GS&B Advertising will have estimated billings of $32 million and 60 employees. Heading the shop are GS&B executives Al Garcia-Serra, president-ceo, and Julio Blanco, exec VP-creative director; no Lintas:Latina employees are being laid off as a result of the merger.

GS&B handles Edward J. DeBartolo Corp., Miami Metro Zoo, Miami City Ballet and Pan Am Corp. Lintas brings General Motors Corp. Chevrolet division, Coca-Cola Foods, Lehn & Fink (Lysol products), Carnation Foods, Thomas J. Lipton Inc. and MasterCard International.

FoVa improves relations: Font & Vaamonde Associates, New York, recently added a PR arm. Operated as a separate company, FoVa PR initially will service Warner Bros. and Adolph Coors Co.

FoVa also is hoping to strengthen its Hispanic agency network by turning its ancillary offices in Chicago, Los Angeles, Miami and San Antonio into full-service shops. As part of the changes, Vice-Chairman Luis Wexsler has been named general manager of the northern and southern divisions and Vice-Chairman Rochelle Newman adds the title of western division general manager.

FoVa also picked up the plum network TV buying assignment from Procter & Gamble Co., the Hispanic market's leading network TV advertiser, from D'Arcy Masius Benton & Bowles.

Shop adds Hispanic: Wilshire Newport, Burbank, Calif., has established Dimension Hispana to service the Hispanic market. Frank Betancourt, VP, heads the new division. □